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276,738 PROVISIONAL SPECIFICATION

SHEET 1

Oswald

Sept 2, 1927

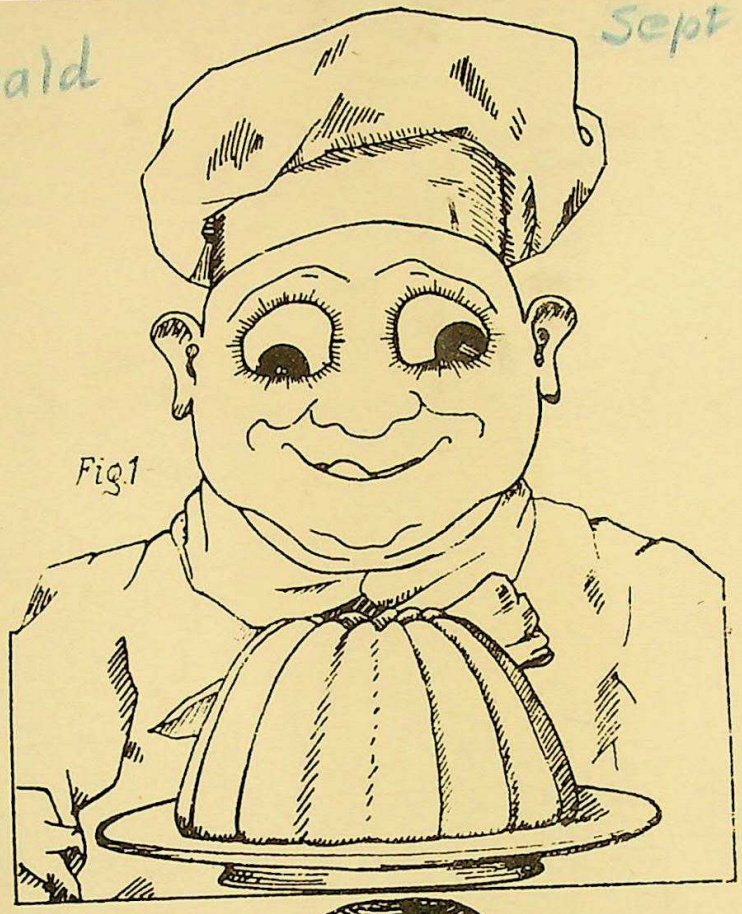

Fig.1

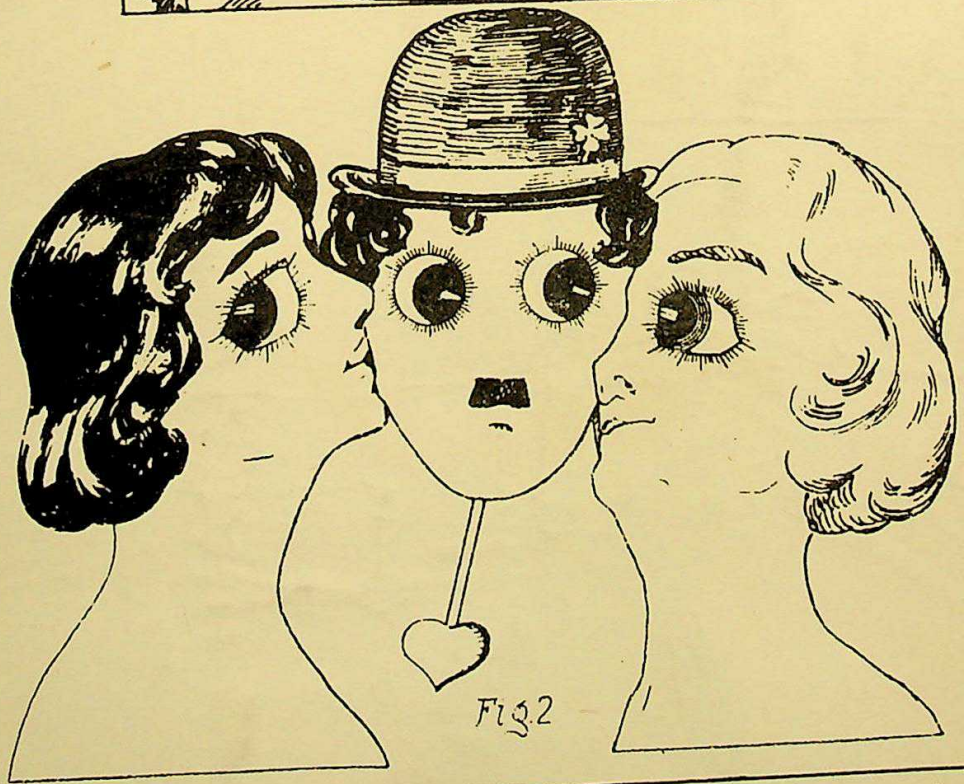

Fig.2

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2 SHEETS
SHEET 2

Oswald

Sept 2, 1927.

Fig 4

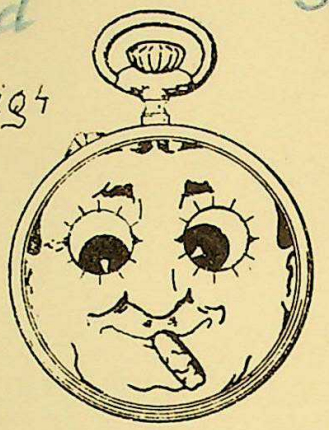
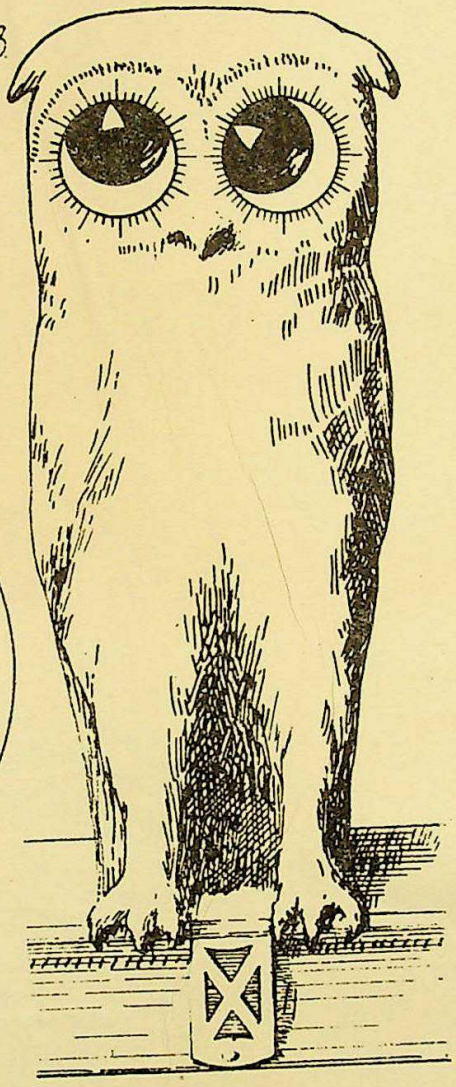


Fig 3



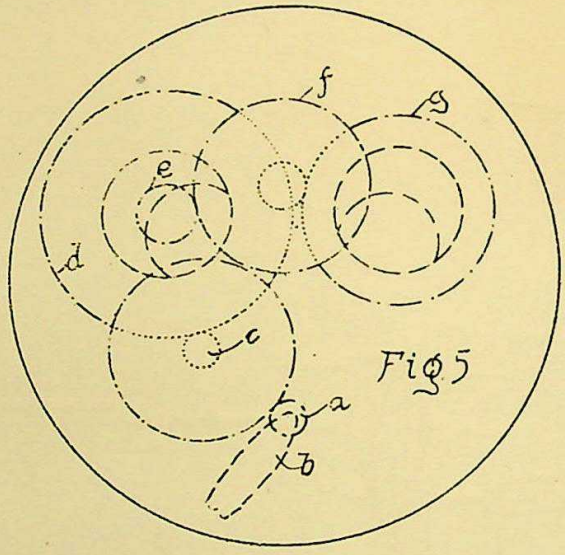
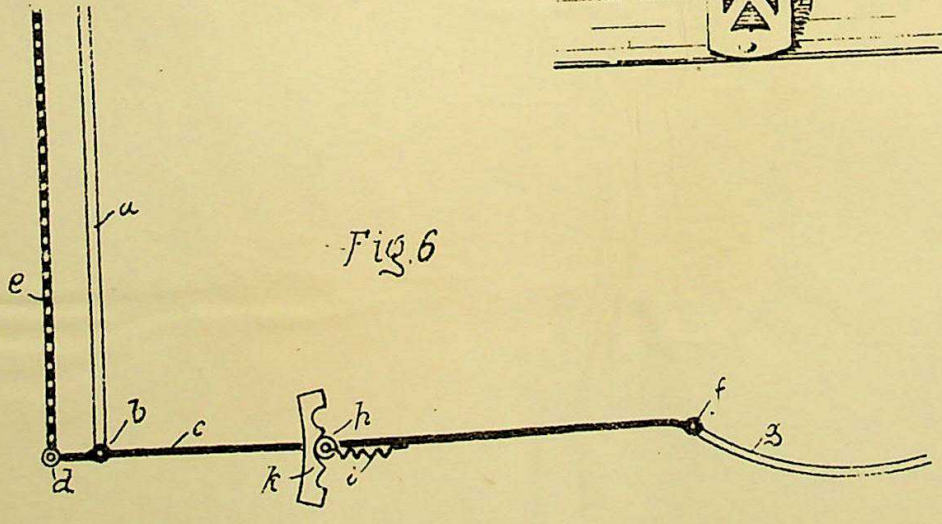


Fig 5

Fig 6



Charles & Read Ltd. Photo Litho.

40-126

Class 35
Ex Cl 1

PATENT SPECIFICATION

276,738

Application Date: June 2, 1926. No. 13,926/26.

Complete Left: Feb. 21, 1927.

Complete Accepted: Sept. 2, 1927.

PROVISIONAL SPECIFICATION.

Improvements in or relating to Devices for Exhibition and Advertising purposes.

I, FRITZ OSWALD, of 46, Bethmannstrasse, Frankfurt a.M., Germany, a German citizen, do hereby declare the nature of this invention to be as follows:—

My invention relates to devices for exhibition and advertising purposes.

The main object of my invention is to provide a device for exhibition and advertisement which attracts especial attention and a lasting impression by combining the agreeable (amusement) with the useful (measuring device), and, if desired, also with highly effective advertisement.

My invention may be carried out in such a way, that an amusing figure or picture changes its expression according to the time of day (clock), air pressure (barometer) or any other measure by several movable parts of the figure, or by shifting of a filtering screen, whereby for example, one of a series of sets of narrow lamellæ, each carrying pictures, is exposed to view while the remainder are hidden from sight. These parts—instead of ordinary clock hands—or the filtering screen are adapted to be moved by a measuring device.

The absence of the ordinary hands compels the spectator to look at the picture to read the measure (air pressure, time of day, temperature, etc.). The hands of such a measuring device are replaced by other movable parts forming integral parts of the figure or picture.

The annexed drawings show the way in which my invention may be carried into effect, but I do not which to be limited by them.

Figs. 1—4 are measuring devices, whose aspect is changed by the rotation of the eyes and in Fig. 4 also of the cigar. The position of these parts always shows the measure of, for example, the time of day or temperature. Fig. 5 shows the mechanism of Fig. 4 from behind, to an enlarged scale.

In Fig. 5 *g* represents an hour wheel of a clock-work mechanism, the well known working of which has been omitted. Instead of the usual hands in the form of arrows, the axis of the hour wheel *g* carries a disk, the latter being adjusted to a corresponding opening of the picture and showing on the exhibition side an eccentric painted eye. If now the hour-wheel turns, the same rotation takes place with the eye and this looks in a different direction with the progress of the hour. The hour wheel transmits its rotation by the intermediate link *f* and the little driving wheel *e* to the minute-wheel *d*. The axis of this wheel *d* carries the other eye of the figure, turning a dozen times while the first eye turns once. The minute-wheel transmits now its rotation by the intermediate link *c* to the second-wheel *a*, the axis of the latter is carrying the cigar instead of the usual second-hand. Fig. 4 gives the time being $5^h38^m23^s$. To read the time in a quite correct manner little reflexes are painted into the eyes. In this way every combination is possible, so for instance the cigar may be put on the axis of an alarum clock.

While Fig. 4 shows one construction of my invention in form of a watch, Fig. 3 shows a further construction viz. as a timepiece.

In Fig. 2 the eyes of the girls show the hours and minutes, the eyes of the man on the other hand the seconds, in which case they may be moving on parallel lines; or they may indicate the position, in which the alarum attach-

[*Price* 1/-]

ment is set going. Or the girls show the measure of barometer and hygrometer and the man the temperature. For this purpose a barometer or other device has to be put into or behind the heads of the figures and adapted to rotate one of the indicator axes the hands being preferably again replaced by eye-disks of the hereinbefore above described kind. These eye-disks may be of convex shape.

A further advantage of my said invention is the fact, that the changes can be observed with great facility and accuracy, even from a distance, in consequence of the two eccentric indicators never being in positions where the one might be mistaken for the other as is easily the case with the concentric indicators for instance of a watch, at the hours of 11^h0^m and 11^h55^m. The changing positions of the movable eyes especially produces varying expressions on the faces which can also be noticed at a long distance.

Fig. 6 shows schematically in cross section the carrying out of my invention by shifting of a filtering screen. The stationary tablet *a*, may consist for example in three sets of narrow lamellæ carrying three pictures which are made to appear alternatively. The open grid *e* covers up alternately the width of two lamallæ and leaves the third uncovered. To the tablet *a* at the lower end *b* thereof is attached a double lever *c*. One arm of the lever *c* is jointed at *d* to the grid *e*. The measuring device e.g. a thermometer acts upon the other end of the lever *c* in the same manner as by usual performance on the hand lever. Here *g* is the movable end of a combining link for instance of a bimetallic thermometer, jointed in *f* with the double lever *c* and therefore transmitting its movement created by a change of temperature. The movements however are very slow; the screening grid would therefore only attain another position gradually and this would result in ugly intermediate positions. In order to avoid this any of the well known devices may be put in to convert the slow even movement into a quick uneven one. This is roughly indicated in Fig. 6 by the small roller *h* which can be moved in the direction of the lever arm *c*. This roll is pushed by the spring *i* into the notch of the rack *k* and passes on into the next notch above or below with a sudden movement only after the lever at *f* has attained a certain tension either towards the top or the bottom.

Another measuring device, for instance a barometer, may be attached instead of the thermometer. In such a case at, for example, an air pressure of or below $740^m/_m$ a sad face might appear through the grid screen, a cheerful one at or above $760^m/_m$ and a doubtful one in the intermediate position. This device may be effected also in an advertising form of a very effective nature by showing the sad face with a rain cap when indicating bad weather and the cheerful face with a straw hat at high pressure, in such a way is effected an advertisement for a shop for hats, Fig. 4 shows one of cigars, Fig. 1 of a baking powder or the like. The tongue joined to the pendulum rod acts in a well known manner as an eye catch. The advertising effect thereby produced is a specially good and lasting one as the advertising picture has to be looked at carefully in order to read the time or the other changeable measurements (temperature, air pressures, etc.) indicated.

Dated this 2nd day of June, 1926.

DICKER & POLLAK,
Chartered Patent Agents,
20/23, Holborn London, E.C. 1,
Agents for the Applicant.

COMPLETE SPECIFICATION.

Improvements in or relating to Devices for Exhibition and Advertising purposes.

I, Fritz Oswald, of 46, Bethmannstrasse, Frankfurt a.M., Germany, a German citizen, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

My invention relates to devices for advertising exhibition or other purposes and the main object thereof is to provide a device which attracts especial attention and creates a lasting impression by combining the agreeable, i.e., amusement, with the useful, viz. a time, temperature or other measuring instrument, and, if desired, together with a highly effective advertisement.

With the above object in view accord-

ing to my invention I provide a device of the above kind comprising a solid or pictorial figure representing the whole or a portion of a human or other body, wherein movable parts thereof are so associated with a measuring mechanism that a measurement or indication can be read off continually from the position of these movable parts of the figure relatively to the stationary parts thereof. By this arrangement, as will hereinafter appear, separate scales and the like external to the figure are obviated.

My invention may be carried out in such a way that an amusing figure changes its expression or appearance and indicates thereby the time of day, air pressure or the like by movements of one or more parts of the figure itself or by the shifting of a filtering screen whereby for example one of a series of sets of narrow lamellæ, each carrying pictures, is exposed to view while the remainder are hidden from sight. The absence of the ordinary hands or other usual indicating means compels the spectator to look at the picture or figure in order to read, for instance, the time of day.

In the drawings, filed with the Provisional Specification, showing by way of example, the manner in which my invention may be carried into effect.

Figs. 1—4 are measuring devices, whose aspect is changed by the rotation of the eyes and in Fig. 4 also of the cigar. The position of these parts always shows the measure of, for example, the time of day or temperature.

Fig. 5 shows the mechanism of Fig. 4 from behind to an enlarged scale.

In Fig. 5 *g* represents an hour wheel of a clock-work mechanism, the well known working of which has been omitted. Instead of the usual hands in the form of arrows, the axis of the hour wheel *g* carries a disc, the latter being adjusted to a corresponding opening of the picture and showing on the exhibition side an eccentric painted eye. If now the hour-wheel turns, the same rotation takes place with the eye and this looks in a different direction with the progress of the hour. The hour wheel transmits its rotation by the intermediate link *f* and the little driving wheel *e* to the minute-wheel *d*. The axis of this wheel *d* carries the other eye of the figure, turning a dozen times while the first eye turns once. The minute-wheel transmits now its rotation by the intermediate link *c* to the second-wheel *a*, the shaft of which carries the cigar instead of the usual second-hand. Fig. 4 gives the time as $5^h38^m23^s$. To read the time in a quite correct manner little reflexes are painted into the eyes. In this way every combination is possible, so for instance the cigar may be put on the axis of an alarum clock.

While Fig. 4 shows one construction of my invention in the form of a watch, Fig. 3 shows a further construction of a timepiece.

In Fig. 2 the eyes of the girls show the hours and minutes, the eyes of the man on the other hand the seconds, in which case they may be moving on parallel lines; or they may indicate the position, in which the alarum attachment is set going. Or the girls show the measure of barometer and hygrometer and the man the temperature. For this purpose a barometer or other device has to be put into or behind the heads of the figures and adapted to rotate one of the indicator axes the hands being preferably again replaced by eye-discs of the hereinbefore above described kind. These eye-discs may be of convex shape.

A further advantage of my said invention is the fact that the changes can be observed with great facility and accuracy, even from a distance, in consequence of the two eccentric indicators never being in positions where the one might be mistaken for the other as is easily the case with the concentric indicators for instance of a watch, at the hours of 11^h0^m and 11^h55^m. The changing positions of the movable eyes especially produce varying expressions on the faces which can also be noticed at a long distance.

Fig. 6 shows schematically in cross section the carrying out of my invention by shifting of a filtering screen. The stationary tablet *a*, may consist for example of three sets of narrow lamellæ carrying three pictures which are made to appear alternatively. The open grid *c* covers up alternately the width of two lamellæ and leaves the third uncovered. To the tablet *a* at the lower end *b* thereof is attached a double lever *c*. One arm of the lever *c* is jointed at *d* to the grid *e*. The measuring device e.g., a thermometer acts upon the other end of the lever *c* in the same manner as by usual performance on the hand lever. Here *g* is the movable end of a combining link for instance of a bimetallic thermometer, jointed in *f* with the double lever *c* and therefore transmitting its movement created by a change of temperature. The movements however are very slow; the screening grid would therefore only attain another position gradually and this would result in ugly intermediate

positions. In order to avoid this any of the well known devices may be used to convert the slow even movement into a quick uneven one. This is roughly indicated in Fig. 6 by the small roller *h* which can be moved in the direction of the lever arm *c*. This roller is pushed by the spring *i* into the notch of the rack *k* and passes on into the next notch above or below with a sudden movement only after the lever at *f* has attained a certain tension either towards the top or the bottom.

Another measuring device, for instance a barometer, may be attached instead of the thermometer. In such a case at for example an air pressure of or below 740$^{m}/_{m}$ a sad face might appear through the grid screen, a cheerful one at or above 760$^{m}/_{m}$ and a doubtful one in the intermediate position. This device may be utilised also in an advertising device of a very effective nature by showing the sad face with a rain cap when indicating bad weather and the cheerful face with a straw hat at high pressure; in such a way is provided an advertisement for a shop for hats. Fig. 4 shows one for cigars and Fig. 1 one for baking powder or the like. The tongue in the latter joined to the pendulum rod acts in well known manner as an attraction device. The advertising effect thereby produced is a specially good and lasting one as the advertising picture has to be looked at carefully in order to read the time or the other changeable measurement (temperature, air pressure etc.) indicated.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A solid or pictorial figure representing the whole or a portion of a human or other body, wherein movable parts thereof are so associated with a measuring mechanism that a measurement or indication can be read off continually from the position of these movable parts of the figure relatively to the stationary parts thereof.

2. A device for advertising or other spectacular purposes substantially as described and illustrated in the drawings accompanying the Provisional Specification.

Dated this 19th day of February, 1927.

DICKER & POLLAK,
Chartered Patent Agents,
20 to 23, Holborn, London, E.C. 1,
Agents for the Applicant.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1927